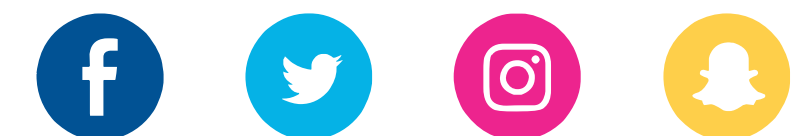


MISU Communications Strategy

2021/2022



www.misu.ie Just#askmisu



INTRODUCTION

Mary I Students' Union (MISU) is the representative body of the students of Mary Immaculate College (MIC) and as your representative body, it is our role to listen to your views, gather your feedback and ensure that your voice is represented within the College. It is also important that we understand your needs so we can ensure that our services and supports are meeting them and that you are supported throughout your college experience. MISU, at heart, is all about our core message;

'Giving you a voice, helping you to use it, enriching your college experience'

We give you a voice and help you to use it through representation, advocacy and leadership and we enrich your college experience through the provision of Clubs & Societies, events and services.

This document outlines our Communications Strategy; how we communicate with you, the student body who are the members of MISU. What this means for you is that you will know the best way to communicate with us, and we will be clear and consistent in how we deliver information to you. We understand that we operate in an ever-changing environment, and that our members consume information in different ways.

This plan outlines the different ways we communicate under the three pillars of:

1 HOW WE LISTEN TO YOUR VIEWS & OPINIONS

2 HOW WE UPDATE YOU ON RELEVANT INFORMATION RELATING TO STUDENT LIFE

3 HOW WE PROMOTE & MARKET OUR SERVICES & FACILITIES

STRATEGIC PLAN 2020-2024

The development of our Communications Strategy is one of the Goals identified under the priority area of the Student Experience within our Strategic Plan. It will guide us in enriching your student life by providing support as well as offering, and facilitating valuable opportunities.

DATA PROTECTION

We treat all issues and concerns raised with us , with complete confidentiality. If you come to us for advice or representation, we will not take any issues or concerns you raise with us, any further unless you are happy for us to do so. If we are advocating on your behalf, we will do so without using names and ensure that any information you provide is kept confidential.

MISU takes Data Protection seriously and we are committed to adhering to General Data Protection Regulations (GDPR). We will only collect data from you which is necessary to support us in following up on your issue or concern. Our Data Protection Policy can be accessed [here](#).

MISU STRUCTURE

The following outlines our structure and how you play a key role within it.

1. CONSTITUTION

MISU is governed by a constitution which provides the framework for how we operate. It outlines our aims and objectives as well as how our representation activities are structured. A referendum is the ultimate decision-making device within MISU and is how articles of the Constitution can be changed.

2. MIC STUDENT BODY

MISU UNION GENERAL MEETING (UGM)

The Union General Meeting (UGM) is the supreme governing body of MISU and is held twice a semester. A UGM is open to all students to attend.

3. UNION COUNCIL

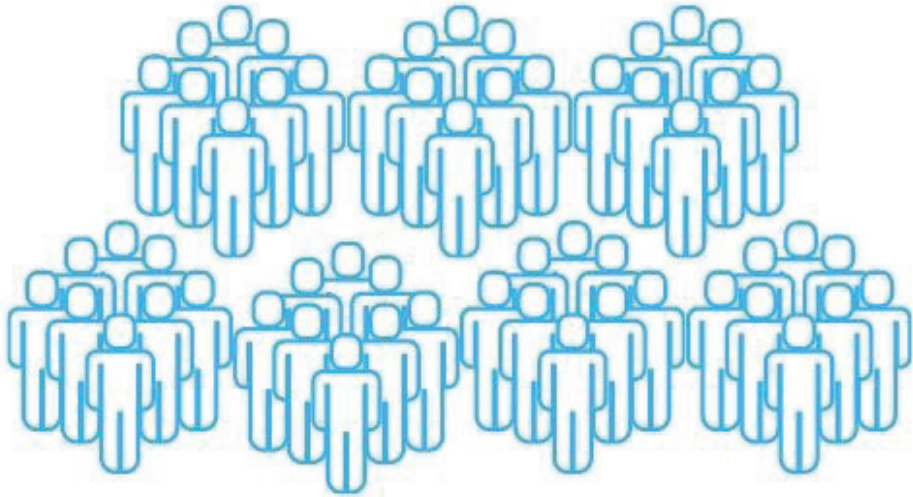
Union Council (UC) meets fortnightly and consists of all the Class Representatives (Reps), and members of the Executive Committee, although it is open to all students. UC is a forum for Reps to raise both academic and non-academic issues, give feedback or bring forward ideas or suggestions.

4. EXECUTIVE COMMITTEE

The Executive Committee (or Exec) are elected by you to represent you. The Exec meets weekly throughout the academic year and is responsible for the Representation, Advocacy & Leadership activities on a day to day basis.

1.CONSTITUTION

2. MIC STUDENT BODY

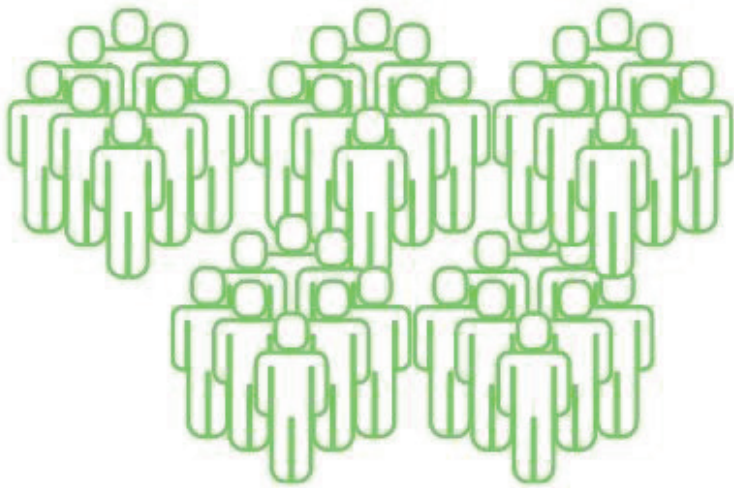


A Union General Meeting (UGM) is the supreme governing body

You are part of the supreme governing body of MISU.

Through UGM you mandate Union Council, the Executive or the Sabbatical Officers to work on your behalf

3. UNION COUNCIL



Representative body of the students (Class Reps)

Your class elect a Representative to sit on Union Council and represent you.

Your Rep is a key link between MISU and your Class

4. EXECUTIVE COMMITTEE



2 Full-Time (President & Vice-President) and 7 Part-Time Officers make up the Executive Committee (the Exec).

You vote for the students who you want to represent you.

The President oversees the work of the Exec who look after the representation, advocacy & leadership activities on a day to day basis

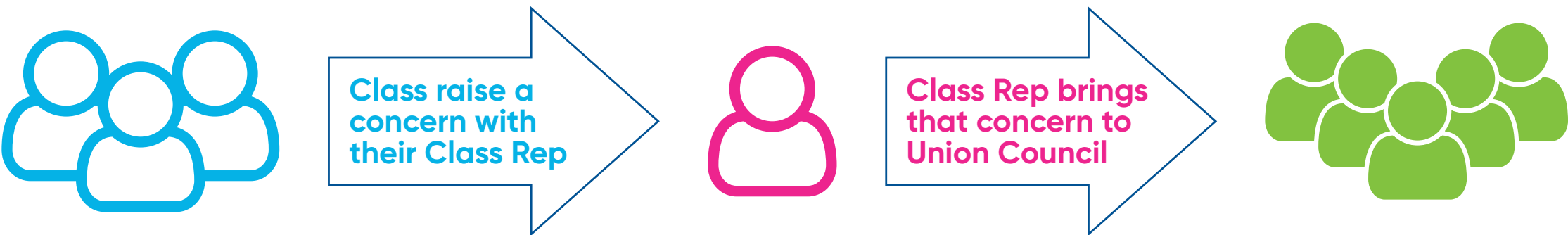
HOW WE LISTEN TO YOUR VIEWS AND OPINIONS

Listening to your views and opinions is a key aspect of our work, and helps us to better understand our members. It also plays a vital role in shaping our policies and the services we provide for you.

It is important that we provide clear channels for you to bring your views, opinions and suggestions to us, and there are a number of different ways you can do this.

CLASS REPS AND UNION COUNCIL

One of the most important ways in which you can bring your views and opinions to us is through your Class Rep. As the Rep for your class, it is their role to raise any items, both academic & non-academic, which you bring to them, at Union Council. By raising these items at Union Council, they can ensure that the relevant Exec Officer is aware of these issues, concerns or feedback and will follow up on them, where required.



HOW DO I KNOW WHO MY CLASS REP IS AND HOW DO I CONTACT THEM?

If you're unsure of who your Class Rep is and how you can contact them, don't worry – a full list of Class Reps can be found [here](#), along with how you can contact them.

THE UNION GENERAL MEETING

The Union General Meeting (UGM), is another key channel for you to express your views and opinions directly with the Sabbatical Officers and the Executive Committee.

The UGM is an opportunity for you, to raise any concerns or issues you may have and to offer opinions and feedback. It is also an opportunity to meet your representatives and hear what they have been up to. The UGM meets four times during the Academic Year, twice in each semester, and is open to all students, not just Class Reps.

CONTACT MISU DIRECTLY

You can also contact us directly. Whether you have a general question or query, would like to raise an issue or concern, provide feedback, seek advice and representation or are just in need of a chat, we encourage all students of MIC to make contact with us. We are here to support and assist you.

I am having difficulty with a lecturer and I need support, who can I contact?

I have a query around fees, who do I contact for advice?

I have a general query about student life at MIC, who do I contact?

I have a question about grade rechecks and appeals, where do I go for information and advice?

I want to join a club or society, how do I do this?

I have an issue with my accommodation, who can I contact for advice?

We are here for you and can deal with all manner of questions, issues, queries & concerns

- REMEMBER -
#ASKMISU

LET'S LOOK AT THE DIFFERENT WAYS YOU CAN CONTACT MISU:

MISU INFORMATION & SERVICES

If you're unsure of where to direct your query, Information & Services is the best place to start. Available virtually through phone, email or the Live Chat function on misu.ie, or if you are on the Limerick campus you can stop by the Information & Services Desk which is located on the ground floor of the TARA Building.



061-400013



studentsunion@mic.ul.ie



Use the live chat feature on www.misu.ie



Ground Floor TARA Building
MIC Limerick Campus

MISU SOCIAL MEDIA

We are on social media where we provide important updates for you, and it's also another place where you can ask us a question.



@maryistudentsunion



@maryistudentsunion



@maryisu



@maryisu

www.misu.ie Just#askmisu

MISU SABBATICAL OFFICERS

The Sabbatical Officers (also known as the Sabbats) are elected by you to represent you, so if you have any problems at all let them know. Both the President and Vice-President represent the student body on more than 25 college boards and committees, including an tÚdarás Rialaithe (Governing Authority) and Chomhairle Acadúil (Academic Council) as well as Faculty and Course Boards.






MISU PRESIDENT

The MISU President can assist with any problems you may have, but is a particularly good point of contact if you need assistance with:

-  Concerns related to student & college life
-  Accommodation Issues
-  Social/Personal Problems
-  Ideas related to student & college life
-  If you have a concern or issue you would like to raise but you're not sure who to contact, then the MISU President can help send you in the right direction

MISU VICE-PRESIDENT

The MISU Vice-President can assist with any problems you may have, but is a particularly good point of contact if you need assistance with academic issues such as:

-  Repeats/I-Grades
-  Teaching Practice (TP) Appeals
-  Issues with Module/Lecturer
- As the Vice-President is also the Academic Officer:
-  Oversee the Class Rep system
-  Sits on MIC Academic Committees

HOW CAN I CONTACT THE SABBATS?

MISU PRESIDENT



061-774737



086-0220686



misuprez@mic.ul.ie

MISU VICE-PRESIDENT



061-774738



086-0220733



misuvic prez@mic.ul.ie



**Book an online
appointment**

MISU EXECUTIVE COMMITTEE

Each year, the student body elects students to a number of different officerships within the Students' Union. These elected students make up the MISU Executive Committee (the Exec). The Exec meets on a weekly basis throughout the year and is responsible for implementing MISU policy and decisions or working on issues which have been raised by the Class Representatives (Class Reps) at Union Council. The Exec reports to, and keeps Union Council informed of and up to date on the issues or campaigns which they are working on.

The President and Vice-President form part of the Exec, but there are also officerships for Welfare & Equality, Entertainments, Clubs & Sports, Societies, Irish & Culture (Oifigeach Chultúra agus Gaeilge), Thurles College, Postgraduate and Union Council Chair.

The Executive Committee represent, advocate and lead the student body and all Exec Committee Officers are available to chat with you on any issue or concern which you may have, listen to your ideas on any events or campaigns which you would like to run, as well as to provide you with updates on the work which they are doing.

You can find out more about your MISU Executive Committee , and how to contact them [here](#).

You can also use our website to leave feedback or submit suggestions or ideas for us [here](#).

HOW WE GATHER YOUR VIEWS AND OPINIONS

As well as listening to your views and opinions, we also gather them to best inform us when it comes to delivering our services and supporting, advocating and representing you.

LET'S LOOK AT THE DIFFERENT WAYS WE DO THIS:

UNION GENERAL MEETING AND EMERGENCY GENERAL MEETING

We also use the Union General Meeting (UGM) to gather feedback and where necessary we can call an Emergency General Meeting (EGM) to discuss urgent matters with the student body.

The EGM is authorised through our Constitution, and its purpose is to allow you to provide feedback and opinions on urgent matters that affect the student body. The EGM also gives you the opportunity to instruct the MISU Executive Committee to take actions relating to the matter which is being discussed.

SURVEYS AND FOCUS GROUPS

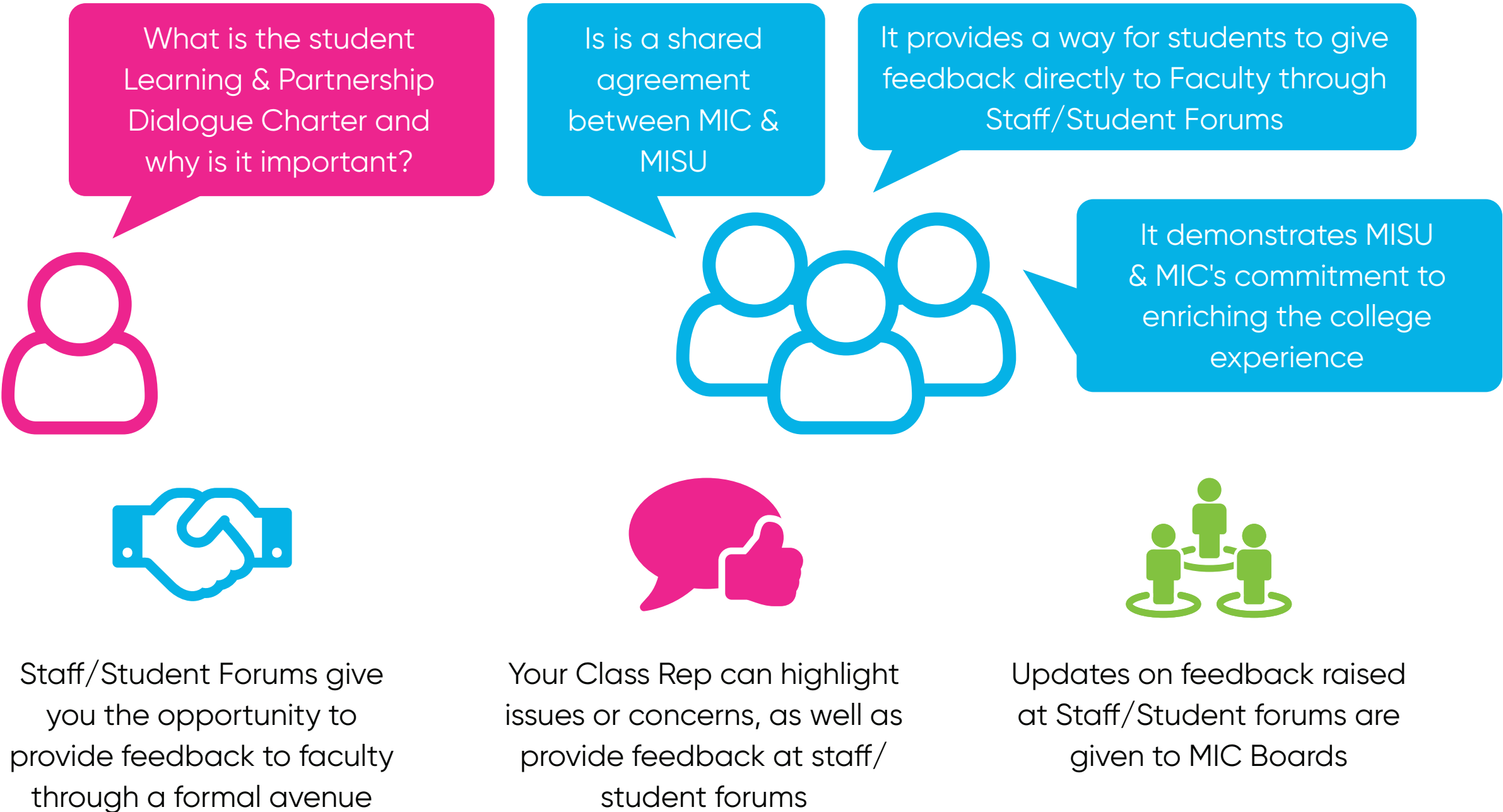
We also conduct an annual membership survey to gather student feedback on; your views of MISU, your experience of MISU and MISU's services, as well as suggestions you may have for us. We may also conduct other surveys from time to time, and we will highlight the purpose of these surveys with you. From September 2021, we will also form Focus Groups.

- ➔ Annual Membership Survey
- ➔ Additional surveys are conducted from time to time, and the purpose will always be highlighted with you
- ➔ Findings will be published across social media
- ➔ Focus Groups will be set up from September 2021. These will be made up of students from different cohorts, courses, backgrounds & experience
- ➔ We will meet with Focus Groups on a monthly basis to gather feedback on our supports & services


MEETING WITH CLASS GROUPS

Where necessary, we will also seek to meet with individual Classes and Year Groups to discuss a particular issue or concern. 'Chats with Sabbats' is another forum for us to meet with you and your year group and to check in to see how you are getting on.

STUDENT LEARNING AND PARTNERSHIP DIALOGUE CHARTER



15 Class Reps are also nominated by Union Council to form part of a task force which meets annually to discuss feedback from the Staff/Student Forums. Some areas discussed are:

- 
- Module assessment and module feedback
 - General course issues
 - Timetable
 - Student conduct
 - Overall quality of student experience in MIC

You can find more information on the [Student Learning and Partnership Dialogue Charter](#) [here](#).

HOW WE KEEP YOU UPDATED ON WHAT WE DO WITH YOUR FEEDBACK AND OPINIONS

When we gather feedback or where you have raised an issue with us, we are committed to keeping you updated on the progress of the action taken and we use different channels to do this.

For general queries which have been raised directly by you with us, we can usually provide an answer straight away. But if we can't, we will either refer you to the relevant staff member, department, office or support service. We can also, where you allow us to, follow up on your behalf, and we will endeavour to provide you with an update as soon as we have the information. We treat all queries, whether big or small, with complete confidentiality.

For concerns or issues the following channels are used;

<p>BROUGHT TO MISU DIRECTLY</p> <p><i>we can refer you to the relevant staff member/ department/office or support service</i></p> <p>OR</p> <p><i>contact; the relevant lecturer/department/ office on your behalf</i></p> <p>OR</p> <p><i>we can refer you to the relevant external service</i></p> <p>OR</p> <p><i>we raise the issue/ concern at Union Council, to see if it is an issue across the board</i></p>	<p>THROUGH FEEDBACK RAISED AT UNION COUNCIL</p> <p><i>we can refer you to the relevant staff member/ department/office or support service</i></p> <p>OR</p> <p><i>contact; the relevant lecturer/department/ office on your behalf</i></p> <p>OR</p> <p><i>we raise the issue/ concern to the relevant MIC Committee meeting</i></p>	<p>THROUGH FEEDBACK RAISED BY A CLASS GROUP</p> <p><i>we raise the issue/ concern at Union Council, to see if it is an issue across the board</i></p> <p>OR</p> <p><i>we raise the issue/ concern to the relevant MIC Committee meeting</i></p>
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Where you have raised an issue with us directly, we will keep you updated on progress through:



Email



Virtual or in-person meetings



Union Council, UGM, AGM

Where a Class Rep or a student on behalf of their class has raised an issue with us, we will update the Class Rep or the group, through:



Union Council, UGM, AGM



Email



Virtual or in-person meetings

YOU SAID, WE DID!

At the end of each Semester we run our 'You Said, We Did!' campaign. You Said, We Did! highlights the concerns, issues and feedback raised by students throughout the course of the year, and what we did with this feedback. The results of 'You Said, We Did!' will be available to students through our website, social media channels and by email from studentsunion@mic.ul.ie.



STUDENT PUBLICATIONS

Our student publications include the 'What's New with MISU' newsletter, and the Student Diary – our interactive diary which contains valuable information on student life at MIC, and we encourage you to download a copy.

SURVEYS AND FOCUS GROUPS

Feedback and insights gathered from surveys and focus groups, will be made available to you through our social media, website and by email from studentsunion@mic.ul.ie.



@maryistudentsunion



@maryistudentsunion



@maryisu



@maryisu

www.misu.ie Just#askmisu

MISU COMMUNICATIONS DEPARTMENT

We are also committed to keeping you informed on matters relating to student life, and our communications department plays a key role in this. They look after our social media, website and student publications, it is their job to make sure you know what is happening on campus. Let's look at the different ways we keep you updated.

MISU COMMUNICATION CHANNELS

ONLINE

Email, Social Media & MISU.ie

www.misu.ie
Just#askmisu



ON CAMPUS

Face to Face, Noticeboards
& Digital Screens



AS YOU CAN SEE, WE COMMUNICATE WITH YOU THROUGH A VARIETY OF CHANNELS.
WE ARE COMMITTED TO USING THE RIGHT CHANNELS AND THE FOLLOWING TABLES
HIGHLIGHT HOW EACH TYPE OF INFORMATION IS COMMUNICATED TO YOU.

HOW WE KEEP YOU UPDATED ONLINE :

TYPE OF CONTENT	Email	Social Media	Website
Academic Information Academic deadlines, Module registration etc	✓	✓	✓
MISU Representation, Leadership & Advocacy Elections, Executive Committee, Union Council	✓	✓	✓
MISU Events Entertainments, Extra-curricular activities	✓	✓	✓
MISU Clubs & Societies Clubs & Socs Day, promotion of Clubs & Socs, Activities and events	✓	✓	✓
MISU Commercial Services New products, Discounts		✓	
MIC Information Non-academic information, MIC Student Life		✓	✓

HOW WE KEEP YOU UPDATED ON CAMPUS :

TYPE OF CONTENT	Noticeboards (Posters)	Digital Screens	Meetings
Academic Information Academic deadlines, Module registration etc	✓	✓	✓
MISU Representation, Leadership & Advocacy Elections, Executive Committee, Union Council	✓	✓	✓
MISU Events Entertainments, Extra-curricular activities		✓	✓
MISU Clubs & Societies Clubs & Socs Day, promotion of Clubs & Socs, Activities and events	✓	✓	✓
MISU Commercial Services New products, Discounts		✓	
MIC Information Non-academic information, MIC Student Life		✓	✓

We are also committed to embedding our brand within the student culture of MIC. The MISU brand is unique to us, and it helps distinguish us from the college. Using this branding, we will help you identify that a campaign is being led by MISU. You can learn more about our branding in our Brand Kit which is available from the Communications & Services Coordinator.

PROMOTING OUR SERVICES AND FACILITIES

Over the course of the academic year, we run a variety of campaigns to highlight the different services and facilities we have available for you. Let's look at the different ways we do this:

REPRESENTATION AND ADVOCACY

It is vitally important that you understand how our processes of representation and advocacy work, and how leadership of the union works. We run several campaigns at specific times throughout the academic year which include the following:

GET TO KNOW THE MISU TEAM

Profiles and contact details of MISU Staff are promoted across our online and on-campus channels—so you can get to know the MISU team.

HOW TO ACCESS MISU SUPPORT SERVICES

Information on our support services is promoted across our online and on-campus channels—so you will know what supports are available for you.

HOW MISU WORKS

Information on our structures is promoted across our online and on-campus channels—so you will know how we represent, advocate and support you.

ELECTION CAMPAIGNS

Information on the different officerships is promoted online and on-campus—so you will know all the benefits of leading MISU by running for Exec. We also provide details on how you can run for election to the Exec.

CLASS REP RECRUITMENT DRIVE

Information on why you should become a class rep is promoted online and on-campus—so you will know all the benefits of being a Class Rep. We also provide details on how you can become your class's rep. how you can run for election to the Exec.

ANNUAL MISU MEMBERSHIP SURVEY

Information on how to take part in our annual membership survey is promoted online and on-campus—so you will know how to take part. We also promote the findings through the same channels.

STUDENT LIFE AND WELLBEING

Over the course of the academic year, we also run a variety of campaigns around student life and wellbeing. These campaigns are planned by the MISU Communications Department, and developed by the Communications & Services Coordinator and the Communications & Engagement Assistant.

PHYSICAL HEALTH AWARENESS

POSITIVE MENTAL HEALTH

DRUG & ALCOHOL AWARENESS

SEXUAL HEALTH AWARENESS

If you have suggestions on awareness campaigns that could be held throughout the academic year, you can get in touch with the Communications Department through social media or by email @ studentsunion@mic.ul.ie.

CLUBS & SOCIETIES

Clubs & Societies (Clubs & Socs) are run by you with the support of MISU. We provide advice and assistance with the administration and finances of Clubs & Socs.

You can join Clubs & Societies at any stage throughout the year and these extra-curricular activities play a pivotal role in the student experience as well as helping you to make new friends, gain new skills and share a common interest with other students.

We have a dedicated Clubs & Socs website where you can explore, find information and sign up as well as a dedicated Clubs & Societies Coordinator who looks after the long-term running and development of MISU's C&S activities.

PROMOTIONS FOR CLUBS & SOCS ARE DONE THROUGH:

- Social Media (MISU & MISU Clubs & Socs Instagram, Facebook, Snapchat)
- Email (Society email accounts, Clubs & Societies Coordinator)
- MISU and Clubs & Socs Websites
- On campus activity



061-774739



david.cuddihy@mic.ul.ie



misuclubsandsocs

HOW TO SIGN UP FOR MISU CLUBS & SOCIETIES



VISIT

www.clubsandsocs.misu.ie



LOG-ON

Login using your **MIC Student Number** & **Network Logon Password**



SEARCH & JOIN

Select the clubs/societies you wish to join and click **Add to Basket**



CHECKOUT

When you are ready, click **Checkout** (you won't be charged), you will then be **added to the mailing lists**.

HOW DO YOU SET UP A NEW CLUB OR SOCIETY?

- 1

Contact the MISU Clubs & Socs Coordinator to fill out the relevant form for your new society idea. You will need an initial idea and concept of what you would like to do, and they will help you out in filling out the necessary forms to get you started.
- 2

Your applications for a new club/society are then sent for approval by the Administration Committee.
- 3

Once approval is received, the new society will appear on the Clubs & Socs website where everyone else can now sign up.
- 4

Each new Club or Society must have 20 students sign up initially to be officially recognised. We will set up an election so you will be able to get a committee together. Then you will be able to fill in your budget form and start holding meetings, events, fundraisers etc.

Throughout the year, MISU Clubs & Societies hold various events organised by the different committees, these include;

MATCHES	QUIZZES	MOVIE NIGHTS
BAKE SALES	PLAYS	MEETINGS / GENERAL DISCUSSION
READINGS	DANCE / MUSICAL / WRITING WORKSHOPS	ONLINE EVENTS

Some events organised by MISU Clubs & Societies may be open to non-members as well.

I signed up for a Club/Society, and I have received no communication, what do I do?

If you have not received any communication within 2 weeks of Clubs & Socs day, it is possible that not enough students have signed up. If you contact the Clubs & Societies Coordinator they will be able to provide more information.

I want to set up a new Club/Society, but I am not sure if it has been created before, who do I contact?

If you have a new Society idea, check out the Clubs & Socs website to see a full list of approved societies. Some are active one year and inactive the next. If the society you have in mind is listed but not active, contact the Clubs & Societies Coordinator and express your interest in having it reactivated.

	<i>An Siopa</i>	<i>Shop.misu.ie</i>	<i>Information & Services Desk</i>
Stationery	✓	✓	
TP Supplies	✓	✓	
Technology	✓	✓	
Books	✓	✓	
Sustainable Products	✓	✓	
Branded Clothing & Merchandise	✓	✓	✓
Print & Bind Services		✓	✓
Binding Service		✓	✓
Pay as You go printing		✓	✓
Parking Disks	✓	✓	
Stamps	✓	✓	
Pay as you go lamination			✓
Pay as you go photocopying			✓
Hot & Cold Drinks, Confectionery, Fresh Food, Phone Top-Up, Bill Pay, Greeting Cards	✓		
Pre-order custom clothing		✓	
Gift Cards		✓	

COMMERCIAL SERVICES

We offer a range of services through our Information & Services desk, our on-campus shop an Siopa and our online store, shop.misu.ie.

These services will be promoted online through; ShopatMISU Social Media & Student Publications, and on campus through; Noticeboards & Digital Screens



FUNDRAISING AND ENTERTAINMENT EVENTS

Each academic year, MISU run fundraising events for various chosen charities, as well as entertainment events ,and these can include;

QUIZZES	WALKATHONS
RAFFLES	ONLINE COMPETITIONS
ENTERTAINMENT—LIVE MUSIC SESSION, FILM SCREENING	

MISU EVENTS

We run a variety of events throughout the year ranging from orientation to entertainment to workshops, and everything in between.

The following highlights some of the types of events which we run:

ORIENTATION

Orientation for incoming MIC students takes place before the start of the academic year. Incoming students will have the opportunity to learn, not only about MIC and its campuses, but also about MISU and what we can do for you. Two of the main ways orientation introduces MISU to incoming students are campus tours, where a MISU Tour Guide will give you an introduction to campus and you can meet members of the MISU team who will explain more about what MISU does for you during your time in MIC.

WORKSHOPS

We run a variety of workshops throughout the year, and these can include Garda Clinics, workshops with relevant MIC departments like the Academic Learning Centre, and other workshops such as First Aid training.

ENTERTAINMENTS

We run a variety of entertainment events throughout the year. These can include in person events such as balls, themed quizzes, BBQ's, concerts, and virtual events such as quizzes, musical bingo, mock-tail making, exercise classes.

CONCLUSION

MISU'S COMMUNICATIONS STRATEGY OUTLINES HOW WE LISTEN TO YOUR VIEWS AND OPINIONS, HOW WE UPDATE YOU ON RELEVANT INFORMATION RELATING TO STUDENT LIFE AND HOW WE PROMOTE AND MARKET OUR SERVICES AND FACILITIES.

THROUGH THIS STRATEGY, WE AIM TO BUILD ENGAGEMENT WITH YOU, OUR MEMBERS, BY ENSURING THAT WE HAVE ACCESSIBLE COMMUNICATION PATHS AND ARE ALWAYS CLEAR AND CONSISTENT IN DELIVERING INFORMATION TO YOU.

WE RECOGNISE THAT INFORMATION IS CONSUMED IN DIFFERENT AND EVER-CHANGING WAYS, SO WE WILL REVIEW THIS STRATEGY ANNUALLY AND UPDATE IT AS NECESSARY TO SUPPORT US IN COMMUNICATING EFFECTIVELY WITH YOU. IF YOU EVER HAVE ANY FEEDBACK ON HOW WE CAN IMPROVE ON THIS, WE WILL ALWAYS WELCOME IT.



misu

MARY I STUDENTS' UNION

AONTAS NA MAC LÉINN

www.misu.ie Just#askmisu

